

Roch Research Reveals Dog-Friendly Hotels Generate Up to \$4 Million in Extra Revenue

Research Shows Dog-Friendly Programming Drives Higher Occupancy, Spending, Loyalty, and Growth for Hotels

LONDON, UNITED KINGDOM, October 10, 2025 /EINPresswire.com/ -- Today, [Roch Dog](#) released

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Guise Bule

an comprehensive research report that quantifies the significant financial advantages hotels realize from comprehensive dog-friendly hospitality programs. Titled "[The Business Case for Dog Friendly Hospitality](#)", the research shows that [dog-friendly hotels](#) experience notably higher occupancy rates (15 to 20 percent more) compared to hotels that do not welcome dogs.

In addition to increased occupancy, guests traveling with dogs tend to spend significantly more on-property. The report finds that pet-owning guests spend around 30 percent more on amenities such as food, beverages, spa

treatments, retail, and premium pet services. This higher spend is driven by their reluctance to leave their dogs unattended, encouraging them to explore hotel amenities together. Moreover, these guests stay longer than the average traveler, with an average stay of 2.56 nights compared to 2.1 nights for non-dog travelers, amplifying revenue potential through extended use of hotel services.

Loyalty among dog-owning guests is also exceptional. The Roch Dog study reveals that approximately 76 percent of these guests return to dog-friendly hotels, a loyalty rate that more than doubles typical hospitality figures which range between 30 to 40 percent. This points to the growing importance of serving this niche market, fueled by continuous societal shifts. Currently, 70 percent of U.S. households own pets, and 78 percent of dog owners travel with their dogs.

Hotel operators who treat dog-friendly hospitality as an afterthought risk losing valuable market share. For a typical mid-sized hotel with 250 rooms, even a conservative 5 percent increase in occupancy resulting from better dog-friendly programming can translate into an additional \$2.5 million in annual revenue. When accounting for longer stays, increased ancillary spending, and loyalty effects, incremental revenue can exceed \$3 million, and for flagship properties with

premium services, annual gains can reach as high as \$4 million.

Guise Bule, CEO of Roch, summarized the research findings: “Dog-friendly programming is no longer a luxury; it’s a strategic business imperative that delivers measurable financial returns, higher occupancy, premium spending, longer stays, and exceptional loyalty. The question isn’t if you should invest in pet hospitality; it’s how quickly you can execute before competitors seize these lucrative opportunities.”

The Roch Dog report highlights that successful dog-friendly hotels are also tapping into new revenue streams by offering specialized pet services. These services, which can contribute between 5 to 8 percent of total hotel revenues, include grooming, dog-sitting, and unique experiences such as dog massages, dog yoga, and even dog surfing lessons. These offerings enhance guest satisfaction and create memorable experiences that generate free social media promotion. From an operational standpoint, hotels must invest in staff training, clear pet policies, stringent cleaning protocols, and liability risk management. These investments are typically offset by pet fees that also bolster revenue, creating a profitable balance. Early adopters of comprehensive dog-friendly standards build a defensible market position in an industry segment growing at 12.2 percent annually, outpacing general hospitality growth rates.

Currently, nearly half of urban hotels welcome dogs, and in leisure travel markets, dog-friendly hotel penetration exceeds 60 percent. Properties that delay comprehensive dog-friendly programming risk falling behind as this trend becomes the industry standard. Roch Dog is uniquely positioned as the world’s leading independent research and certification body for dog-friendly hotels. Their program evaluates over 50 detailed criteria, covering pet policies, fees, staff training, and in-room amenities, offering transparency and confidence to dog-owning travelers. Hotels certified by Roch Dog benefit from differentiated marketing, access to precise benchmarking data, direct commission-free bookings, and consulting services to optimize their canine hospitality.

To see and download a PDF copy of the report please visit: <https://roch.dog/research>

About Roch: Roch is the world’s first dog-friendly certification and research body dedicated



The World's Best Dog Friendly Hotels

exclusively to the hotel industry. It delivers independent, rigorous evaluation and certification of hotel dog-friendliness based on over 50 detailed criteria, including pet policies, amenities, fees, and staff training. Through its authoritative research and the world's largest dataset of pet-friendly hotels, Roch empowers hotels to attract and serve dog-owning travelers better while providing transparent, trustworthy guidance to a growing market segment of discerning dog owners. Please visit [RochDog.com](https://www.RochDog.com) to learn more.

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